

# Communication Implementation Plan

**Action Item #1: Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.**

**Tasks:**

1. Identify Key Transportation Stakeholders (See attachment 1)
2. Identify Key Champions (Legislators, Mayors, County Road Commission, TSC Managers) (See attachment 2)
3. Work with current stakeholders and champions to continue implementation
4. Recruit new champions with diversity as a goal

**Action Item #2: Establish performance measures for effectiveness of the public involvement process and evaluate those measures.**

**Tasks:**

1. Develop a telephone survey and postcard evaluation to invited people who couldn't attend the public meeting (See attachment 3)
2. Develop an evaluation form for the public meeting to survey people about the effectiveness of the meeting. (See attachment 4)

**Recommendation:** Have Champions and Stakeholders use these performance measures

Suggested Performance measures:

1. Number of people that receive Public notice compared to the number of people attended (10-20% turnout)
2. Length of time provided before meeting to get public involvement (4 weeks ideal but no less than 2 weeks)
3. Barriers to meeting sites (handicap, capacity)
4. The ease of transportation to sites
5. Number of different methods used to get the message out (minimum of 3 methods)
6. Number of new diverse people attending
7. Evaluation/feedback from public
8. Feedback loop back to the community for future improvement in their process

**Action Item #3: (Old Action Items 3, 5,& 6)** Develop a comprehensive strategy that is accessible and culturally sensitive (plan) that will improve coordination of public involvement and education programs at state, county, and local levels that reduces duplication and addresses gaps. The plan should include a speaker's bureau that includes MDOT, MML, CRAM, Legislators, Transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.

**Issue/Goal:** Coordinated plan for public involvement (Plan or Outline book)

Training Material for Education Programs

Speakers Bureau for Transportation Issues, resources available on website and hard copy

**Tasks:**

1. Identify key messages and identify who should be targeted for key messages (See attachment 5)
2. Identify the Best Practices for Public Meetings (See attachment 6)
3. Identify 10 steps for Citizen Involvement (See attachment 7)
4. Get information from state, county, and local levels on their present public involvement and education programs.
  - Develop request letter (mechanism) to get examples of public involvement procedures from other agencies (state, local, and county)
5. Develop training materials/programs with standard messages  
Include Translation and Interpretation Services
6. Develop Speakers Bureau Team  
Gather people who are willing to speak

**Action Item #4:** Conduct research to define the target audience and develop an understanding of who they are and what are their needs.

**Tasks:**

1. Develop a mechanism to ask Key Stakeholders who are their customers and what are their needs (see attachment 8)
2. Develop a mechanism to ask Key Stakeholder what current methods are they using to communicate with their customers
3. Use existing data from MDOT planning studies and SEMCOG to define audiences
4. Talk with Transit providers and Civic groups to identify their customers
5. Develop a needs survey form

**Action Item #5 (7 & 8 Reworded):** Create consistent, clear, accurate guidelines enabling 2-way communication among and between various agencies, groups and individuals. Encourage early, frequent, and collaborative involvement throughout all project/planning phases.

**Tasks:**

1. Create guidelines to promote partnerships to encourage frequent and collaborative involvement with traditional and non-traditional transportation partners

Attachment 1

Transportation Stakeholders

General Public	Business/Industry	Tourism/Convention	Agencies (includes Advocacy & Government)	Municipal	Elected Officials	Transit Providers
Motorists	Big three automotive companies: GM, Ford, Daimler-Chrysler	Chamber of Commerce	School districts	City Dept. of Public Works	Legislators	Downriver Community Conference – Geraldine Forte
Subdivision Associations	Business community	Tour companies	County Road Commission	Metropolitan Planning Organizations	Local Governments	Roscommon County Mini-Bus System – Judy Devine
Senior Centers	Interstate Traveler Company		Regional Interagency Coordinating Committees (RICC)	Rural Task Forces		Hope Network West Michigan – Nancy Potgieter
Kevin Wisselink	Office of Government Affairs		Churches	Cities		Livingston Essential Transportation Service – Katrina Maxwell
Tonee Therrian			Faith based organizations	MDOT Transportation Service Centers		TLC Medical Transportation – Nagwa & Zak Kordy
Gwen Pierce			MI Developmental Disabilities Council			Detroit Area Regional Transit Association (DARTA)
Monica Salgat			Native American Tribal Council			
Bill Gehringer			Youth Safety Council			
Don Trout			Area Agencies on Aging Association of MI			
Mick Sheridan			Dept of Education			
Kathy Ellis			NAACP – Hester Wheeler			
Jim Vicenzi			Human Service Agencies			
Tom Swain			Kiwanis – Community groups			
Sue Parent			Detroit Hispanic Development Corporation			
Debbie Appleman			Detroit Dept of Health & Wellness Promotion			
			Citizens for Better Rail Alternatives (CBRA)			
			Michigan Environmental Justice Council			
			Healthy Moms			
			Southwest Detroit			

Attachment 1

Transportation Stakeholders

General Public	Business/Industry	Tourism/Convention	Agencies (includes Advocacy & Government)	Municipal	Elected Officials	Transit Providers
			Environmental Vision			
			Conner Creek Greenway			
			Transportation Riders United			
			Bike Associations – League of Michigan Bicyclists			
			Equestrian Associations			
			DLEG – David Hollister			
			Michigan Environment Justice Council (MEJC)			
			United We Ride			
			SEMCOG – Carmine Palumbo			
			Brad Van Guilder – Ecology Center			
			Brad Guilder – Ecology Center			
			Sault Tribe Health Services – Ophelia Tang			
			Andre Robinson – DD Council member			
			Family Independence Agency – Judith Brown Clarke			
			Blue Water Center for Independent Living – Yusef Seegars			
			CHASS – Erminia Ramirez			
			Detroiters Working for Environ Justice			
			Warren Conner Development Coalition			
			Senior citizen advocacy groups			
			Disability advocacy groups			
			Low income advocacy groups			
			AARP (State of Michigan office)			
			Midland CIL – Tara White			

Attachment 2

Transportation Champions

General Public	Business/Industry	Tourism/Convention	Agencies (includes Advocacy & Government)	Municipal	Elected Officials	Transit Provider
Diane Kempen	Ford Motor Company		MI Dept. of Transportation – Gloria Jeff	City of Taylor	Mayor Pitoniak – City of Taylor	
	General Motors		Transportation Service Center Managers in MDOT	Canton Township	Nancy Cassis	
	Atlas Oil		Advocacy groups	Regional Gateway Advisory Council	Governor Granholm	
	Visteon		MOSES – Vicki Kovari	Mike Kowall	Senator Tony Stromben	
	Arvin Meritor		ISAAC	Tom Barwin – Ferndale City Manager	Representative Rich Brown	
			EZEKIEL	Road Commission of Oakland County (RCOC)	Senator Carl Levin	
			MI Developmental Disabilities Council's Transportation Work Group	Southeast Michigan Council of Governments (SEMCOC)	Olga Savie – Aide to Sen. Tobocean	
			Ann Arbor Transit Association (AATA)		Representative Steve Tobocman	
			Ann Arbor Center for Independent Living		U.S. Congressman Joe Knollenberg	
			Ecology Center – Ann Arbor		State Senator Nancy Cassis	
			Wayne County Dept. of Public Services		State Rep. Fran Amos	
			Stuart Lindsay – MDOT		U.S. Congressman Thaddeus McCotter	
			Angel Fandialan – MDOT		State Rep. John Stakoe	
			Sharon Edgar – MDOT		State Rep. David Law	
			Kevin Wisselink - UCP		Charter Township of Waterford – Carl Solden & Bette O'Shea	
			Clark Harder –MPTA		Charter Township of West Bloomfield – David Flaisher, Sharon Law, Stuart Brickner, Deborah Macon	
			Michigan Environmental Council – David Ware		Oakland County Commissioners: Bill Bullard, Greg Jamian, Eileen Kowall, Mike Rogers, John Scott	
			Oakland County Community Mental Health –			

General Public	Business/Industry	Tourism/ Convention	Agencies (includes Advocacy & Government)	Municipal	Elected Officials	Transit Provider
			Karen Webster			
			Donele Wilkins – Detroiters Working for Environmental Justice			
			Kathryn Savoie – ACCESS			
			“Adopt a Road”			
			Norman Cox – Ann Arbor			
			Keith Schneider – Traverse City			
			Michigan Land Use Institute (MLUI)			
			Freedom Road Association – Karen Webster			
			Ann Arbor Center for Independent Living			
			Ann Arbor Transportation Authority (AATA)			
			Arc of Livingston County			
			Capital Area Transportation Authority (CATA)			
			Center for Independent Living – Mid Michigan			
			Coalition for Sensible Growth			
			Disability Advocates of Kent County			
			Disability Awareness Center for Independent Living			
			East Michigan Environmental Action Council (EMEAC)			
			Environmental Law & Policy Center of the Midwest (ELPC)			
			Faith in Motion			
			Goodwill Industries of Greater Grand Rapids, Inc.			
			Huron Land Use Alliance			
			Huron River Watershed Council			
			Interurban Transit Partnership (TTP)			
			Kalamazoo Handicappers United			
			Lakeshore Center for Independent Living			
			League of Michigan Bicyclists (LMB)			
			Metropolitan Organizing Strategy for Enabling Strength (M.O.S.E.S.)			

General Public	Business/Industry	Tourism/ Convention	Agencies (includes Advocacy & Government)	Municipal	Elected Officials	Transit Provider
			Michigan Assoc. of Railroad Passengers (MACIL)			
			Michigan Environmental Council (MEC)			
			Michigan Land Use Institute (MLUI)			
			Michigan Resource Stewards			
			National Wildlife Federation/Great Lakes Natural Resource Center			
			Oakland and Macomb Center for Independent Living			
			Karen Kendrick-Hands			
			Public Interest Research Group in Michigan (PIRGIM)			
			Rails-to-Trails Conservancy Michigan Field Office			
			Scenic Michigan			
			Transportation Action Strategy for Kalamazoo County (TASK)			
			Transportation Riders United (TRU)			
			United Cerebral Palsy of Michigan (UCP)			
			West Michigan Environmental Action Council (WMEAC)			
			West Michigan Region Environmental Network			
			West Michigan Child and Family Leadership Council			



### Attachment 3

#### Telephone Survey for those who were invited to attend a meeting, but didn't:

Good morning/afternoon/evening, this is \_\_\_\_\_. I am calling from \_\_\_\_\_. Recently you were invited to attend a community meeting/forum/public hearing (fill in appropriate one) on the \_\_\_\_\_ project. We wanted to ask you a few questions about why you were unable to attend so that we can improve participation in the future. It should only take about five minutes. Is that OK?

If not, thank them for their time and move on.

If yes:

-Were you aware of the meeting? (Yes, No, if yes, how did you hear about it?)

-Was the time convenient for you? Comment:

-Was the meeting location good for you? Comment:

-Were you interested in the topic?

-Did you need transportation to attend the meeting?

-If child care had been provided, would you have been able to attend?

-Was there anything that would have helped you get to the meeting?

-Do you have any other comments or suggestions regarding attending meetings in the future?

Thanks very much for your time.

#### Postcard (to be enclosed with a cover letter)

We are interested in learning from those who were invited to the \_\_\_\_\_ meeting, but were unable to attend. Please check off below your reason(s) for not attending and return this prepaid postcard. Thanks very much. Check all that apply. I did not attend the meeting because:

☐ I am too busy

☐ I am not interested in the topic

☐ I didn't know about the meeting

☐ I didn't know where the meeting was

☐ I didn't have transportation

☐ I didn't have child care

☐ These meetings are often a waste of time

☐ Other: Comment: \_\_\_\_\_

#### Attachment 4

### Public Involvement Evaluation

Please take a few minutes to answer the following questions. Your responses are confidential and will help us improve the quality of future meetings.

#### Instructions

Please rate on a scale of 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree”, please rate the following statements by placing a check mark in the appropriate box. If the statement does not apply to you, please check column marked NA.

Statement	Rating					
	Strongly Agree 5	4	3	2	Strongly Disagree 1	NA
I was comfortable in the meeting room.						
I could see the speaker and hear him/her clearly.						
The meeting was held at a convenient time.						
The meeting location was easy for me to get to.						
The displays were useful and helped me to understand transportation issues.						
The questions I asked were answered completely.						
The information presented was easy to understand.						
I learned how to become involved in the transportation planning process.						
I know who to call to offer suggestions or comments.						
I know how my comments and/or questions will be handled.						
I know where to get information about transportation planning.						
I understand that my comments, suggestions, and concerns are an important part of the process.						
I will attend future public involvement meetings.						
I will suggest to others (friends, relatives, associates) that they attend future meetings.						
This meeting was a good use of my time. The facility was accessible and barrier free.						
All printed materials were made available to everyone in the audience.						

#### Attachment 4

How did you learn about today's meeting?

\_\_\_\_ Mailed Notice                      \_\_\_\_ Radio Ad                      \_\_\_\_ Newspaper Article  
\_\_\_\_ Television                      \_\_\_\_ Website Announcement                      \_\_\_\_ Someone Told Me  
\_\_\_\_ Other: please specify \_\_\_\_\_

Who do you represent?

\_\_\_\_ General Public                      \_\_\_\_ Citizen Advisory Group  
\_\_\_\_ Resident                      \_\_\_\_ Public Official

Additional comments about today's meeting:

Optional:

If you would like someone to follow-up with you, please provide your contact information:

Name \_\_\_\_\_ Phone \_\_\_\_\_

## **Key Transportation Messages**

### **Program Cost**

- Litter pickup costs
- Cost of doing business
- Funding sources
- How is money being spent?
- Need for additional funding/types of funding

### **Public Involvement**

- Public involvement needs
- Transportation decisions are based on priorities. Tell us your priority?
- Public Planning Organizations Role in the Transportation Process
- Rural Task Forces Role in the Transportation Process
- How individuals can get involved

### **Sources of Transportation**

- Sources of transportation available – transit, rail, rideshare, etc
- Agencies that provide transportation
- Who is responsible for what areas of transportation?

### **Who Owns which Roads**

- County Agencies
- MDOT
- City Agencies
- Who is responsible for what areas of transportation?

### **How Transportation Decisions are made?**

- Transportation is a system
  - Transportation Plans – County, City, MDOT Long Range (SLRP), MDOT State Improvement Plan (STIP) Planning Organizations, Rural Task Force
- Input is important. Public involvement makes the decisions of how we spend our money
- Specific project information
  - Life cycle cost of project
  - Transportation process steps (Concept to Delivery)

### **How Transportation Affects the Economy**

- Cool Cities
- Healthy Cities
- Success Stories

## **Attachment 5**

### **How Transportation Affects Health**

- Air Quality
- Elderly Mobility
- Fitness
- Walkability Communities
- Built Environment
- Safe Routes to School

### **Target Audience for Key Transportation Messages**

- General Public
  - All General Public (Not excluding lower income levels)
  - People with disabilities
  - Special interests
  - Elderly
  - Individuals of different languages/cultures
  - Youth
  - Transit users
  - Citizen Advisory Groups
- Business/Industry
  - Raw Materials Providers
  - Health Providers
  - Architecture Providers
  - Manufacturing Providers
  - Retail Providers
  - Small Business Associations
  - Developers
- Tourism/Convention
  - Chamber of Commerce
  - Michigan Tourism
  - Convention Bureaus
  - Convention Sites/Large Hotels
- Agencies
  - Faith based
  - Private non-profit
  - Public agencies
- Media
  - Internet
  - Print/electronic
  - Cable
- Elected Officials
  - National
  - State
  - County
  - Local

## **Attachment 5**

- Librarians
- Education
  - Teachers
  - Professors
  - Education Providers

### **Techniques to Deliver Key Transportation Messages**

- Printed Literature
  - Various Needed Languages
  - Tape Recorded, Braille
  - Web (508 Compliant)
- Press Releases
- Public Notices
- Doing Presentation
  - Senior Centers
  - Schools
  - Faith-Based Organizations
  - Civic Group Meetings
- Community Education Classes
- Web Quest
- Media Days
- Elected Officials Days
- Video Presentations
  - Shown in different venues – Transit, school, etc
  - Various languages
- Transportation Forum / Summit/ Seminars
- Booth at State Fair / Community Events

## **Best Practices Public Meetings**

1. Policy-makers need to be educated to see the public as partners whose input is valuable and has the potential to improve the product significantly.
2. Invite and involve those most likely to be affected to the meeting.
3. Develop an advertising/marketing plan that provides good public notice. This notification should be timely, i.e., the public should be provided with at least two weeks notice.
4. As a first part of the agenda, ask the members of the public their reasons for attendance. This will help ensure they get what they came for and will help identify all interests present.
5. Everyone should be introduced. Introductions should be clear, concise, and include where they are from and who they represent. Name plates or name tags should be provided.
6. The meeting space must be accessible and culturally sensitive, for example:
  - It should be accessible and barrier free (and meet ADA guidelines)
  - If needed, there should be a translator/translation for all written and verbal materials. The written materials should be at an appropriate reading level, and microphones should be provided if the space is large
  - Consider providing transportation for meeting participants
  - Consider providing child care for meeting participants
  - Provide maps and directions
  - Hold the meeting in a location that is perceived to be safe and convenient
  - Hold the meeting at a convenient time (e.g., in the evening rather than during the day time because many people work)
7. The physical setting of the meeting should pay attention to the following:
  - Physical barriers between the policy-makers and the audience should be avoided
  - Attempts should be made to make the meeting inviting and engaging
  - Members of the public should be able to see the faces (not the backs of the heads) of the policy-makers (and vice-versa)
  - Make the seating comfortable
8. Provide opportunities for public comment at both the beginning and end of the meeting.

## **Attachment 6**

9. There should be a meeting facilitator, an agenda, a process and a structure for public involvement with the decision-making body. The public needs to be informed of what these are.
10. The public should have opportunities to give evaluation feedback to the decision-making body (see Appendix 4).
11. The public should be provided with contact information for additional information, help, and referrals regarding the subject of the public meeting. The public needs to know who the public body is responsible to, i.e., who they report to and their contact information.
12. Whenever the subject of the meeting is transportation, other related issues should also be addressed, such as: health, economic development, and funding.
13. The public needs to be educated regarding government processes, civic education. Included in this education should be: FOIA requests and the Open Meetings Act (how to adhere to it and how to file complaints).
14. Minutes should be taken at public meetings and should be archived and referenced by subject and easily accessible to members of the public within a reasonable period of time. They should be clear and concise, they should be distributed in an accessible format, they should comply with all laws, and they should contain the following information: those present, actions taken/decisions made, and next steps.
15. Provide food for all attendees as another way to support and reward community participation.

### **Other Important Considerations**

#### **Citizens Advisory Councils**

Citizen participation needs to be supported. If citizen input is considered valuable, it should be paid for. We suggest stipends as well as reimbursements for transportation and parking (or parking validation). Provide food for all attendees as another way to support and reward participation.

#### **Closed Executive Sessions**

Attempts should be made to avoid having these sessions interrupt regular meetings. They should be held either prior to the public meeting or after the public participation portion of the meeting.



**10 STEPS FOR CITIZEN INVOLVEMENT  
TO MAKE A DIFFERENCE**

1. Read the newspapers thoroughly and become well-versed on subject of interest relating to present concerns.
2. Attend Board meetings of local government, SEMCOG, Road Commission and other agencies listening for important public hearings and addressing concerns under public comment period.
3. If a position needs to be taken by a community, gather like-minded residents together to discuss the situation. This may be the start of forming an organized group to find alternative solutions and signatures for an identified petition.
4. Research and gather data to support the position of the community. Attend pertinent seminars and workshops to fully comprehend process of commissions, funding, and local jurisdictions. Prepare a power point presentation on the findings for use with local officials and to promote public awareness of the issue at hand.
5. As an example for a local transportation concern: Schedule a meeting with the Director of planning and development of the Road Commission to discuss issues. Next, ask to be on the Commission's meeting agenda to make a presentation to the Road Commission. Ask for a resolution to support position and inform the Commission that the same presentation will also be given to the local governmental.
6. Schedule presentation before the governmental and agencies related to the issues of your concerns. Seek supportive resolutions from the governing body.
7. Prepare a press release to obtain media coverage. Be available for follow-up calls from reporters from various newspapers.
8. Look for creative ways to obtain credibility and to have an influence in the community and local government.
9. Collaborate with other organized groups that have a bearing on the issue.
10. Keep the motivation alive to pursue the group's goals and objectives by holding regularly scheduled meetings and celebrating successes.

## Attachment 8

### Sample Transportation Stakeholder/Champion Needs Survey 2004

1. Type of customer you represent:
  - a. Citizen
  - b. Business/industry
  - c. Tourism/Convention
  - d. Advocacy Agency
  - e. Government Transportation Agency
  - f. Other Government Agency
  - g. Transit Provider
2. Name your customer's top five transportation needs:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
3. Are your customer's transportation needs:
  - a. Nationwide
  - b. Statewide
  - c. Countywide
  - d. Citywide
  - e. Rural
4. What modes meet your customer's transportation needs?
  - a. Walking
  - b. Biking
  - c. Driving a car
  - d. Passenger in a car
  - e. Bus
  - f. Train
  - g. Airplane
5. Do your customers know how local transportation decisions are made?
  - a. Always
  - b. Almost always
  - c. Often
  - d. Occasionally
  - e. Never
6. Do your customers know how state transportation decisions are made?
  - a. Always
  - b. Almost always
  - c. Often
  - d. Occasionally
  - e. Never

## Attachment 8

### Sample Transportation Stakeholder/Champion Needs Survey 2004

7. Do your customers know how national transportation decisions are made?
  - a. Always
  - b. Almost always
  - c. Often
  - d. Occasionally
  - e. Never
  
8. Do you hold public meetings?
  - a. Yes
  - b. No
  
9. If yes, how frequently do you hold the meetings \_\_\_\_\_